

**To:** 'Tharesearch@aol.com'[Tharesearch@aol.com]; 'broderick@bortz.com'[broderick@bortz.com]  
**From:** Jim Trautman[trautman@bortz.com]  
**Sent:** Thur 12/20/2012 8:21:12 AM (UTC-07:00)  
**Subject:** RE: Cable Operator Project Status

Sandi:

We are fine with this. As I have indicated in the past to you, budget is not really a concern on this project – rather, getting the highest possible response rate is really what we are worried about.

Therefore, feel free to charge whatever you feel is necessary in the context of the effort required. That said, we would actually like to try and take the time (and expense) to not only meet the 150 quota but exceed it if at all possible. If you need to charge more than the \$5,000 you mentioned to either get the 150 or beat it, that is totally fine. Again, on this project we would much rather spend more and get the response rate versus keeping the costs down.

We are very aware of how difficult this assignment is, and appreciate and are continually amazed by your ability to complete it. Thanks, and let us know if this makes sense to you.

Jim

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**From:** Tharesearch@aol.com [mailto:Tharesearch@aol.com]  
**Sent:** Thursday, December 20, 2012 7:50 AM  
**To:** broderick@bortz.com  
**Cc:** trautman@bortz.com  
**Subject:** Cable Operator Project Status

Hi Brian and Jim:

I wanted to let you know the status of the job and give you my thoughts on completion.

You should currently have 67 in your possession and we are sending out another 27 today. We also have about another 5 that are being checked and ready to sent out.

My staff and I have really been pushing and doing everything possible (even going online to try and find the right people and phone numbers) to get this project completed.

In truth, even though this survey is much shorter than the ad sales study it truly is more difficult to get completed. Part of the reason is that there is always some research that needs to be done in order to find the right person to speak with (whereas in the ad sales study we know it's the ad sales manager) and the right telephone number.

Another reason is, as I mentioned the last time, there continues to be a trend towards consolidation as in the last couple of years. Whereas in the past, you would call a local person in an area (ex: Little Rock, AR), now for some companies, there is a regional person who may handle Arkansas, Tennessee and Louisiana. While this can benefit us in that one person can answer for multiple systems, it can also hurt as because if that person refuses, we can lose several systems at one time.

And while the WGN portion, makes it take longer to get a complete because of the extra calls needed to get a complete, they are do - able. What is truly the most difficult part is the Telcos. Out of the bunch we were sent, 28 were unusable numbers, and as Brian also found out, AT&T is almost impossible to get through to. Occasionally we are lucky enough to get someone who doesn't know the "rule of no surveys", but for the most part, we are shut down right from the start. We have slightly more luck with Verizon but a lot of those numbers are either call centers, who have no idea of who to refer us to or stores who don't know either.

Based on our telephone/e-mail conversations, I was under the impression that the Telcos were the last bunch to be sent. So we have been doing everything possible (researching online to get correct people/info) to get done as many as possible. In truth, we are currently over budget for time allocated and money spent for what we had anticipated for the project. However, because of our long standing relationship we were continuing along hoping to complete all we could by the end of the year, possibly going into the first week of the year.

As it stands now, looking at the 272 surveys and taking away the 42 unusable systems and about 20 refusals and with the 100 completes , that only leaves us with about 110 systems left which would make it impossible to get another 50 completed.

I do completely understand your need to get your quota and I want to do everything possible to help. I have come up with a solution that should meet all our needs. We will continue to get all we can do until the end of the year. At that time we will bill you \$8500 which will complete that portion of the job. If you could process that bill upon receiving it that will allow us to continue calling.

After the first, we will continue calling with the 25 new surveys plus our remaining inventory and the new numbers you can come up with for the 14 "problem systems" and the 28 unusable Telco's. We will continue calling until we reach the quota of at least 150 (hopefully more) until the end of January as you had mentioned. Once those are completed we would bill you an additional \$5000

Please let me know your feelings about this.

Thanks,  
Sandi